

# Summaries

UDC 336.761

**Kochnev A.I., Kochneva O.P.**  
**STOCK MARKET SHOCKS AND THEIR INFLUENCE**  
**ON ECONOMIC SYSTEM**

The article analyses the occurrence of stock market shocks and their influence on the economic system dynamics. The authors substantiate the necessity to control stock markets.

UDC 339.37:338.5

**Kalashnikova T.V., Izvekov N.Yu.**  
**INTEGRATION OF THE DEMAND ORIENTATION METHOD**  
**INTO RETAIL NETWORK PRICING**

Using the demand price elasticity the authors have developed the models for maximization of turnover and gross profit margin for retail location price lines. The optimal prices and price ranges when the sales financial ratios exceed the current levels are determined. The demand orientation method is completed by pricing parametric method. Using the latter it is possible to set the price for each retail location individually. The article introduces the calculated coefficients of price elasticity and optimal prices for product group. The price experiment is carried out to confirm the hypothesis and the conclusion is made.

UDC 378.6.014.54:338.2(571.16)

**Spitsyn V.V.**  
**THE ANALYSIS OF TOMSK UNIVERSITIES INTEGRATION**  
**INTO INNOVATION ECONOMY UNDER THE CRISIS**

The article has described the levels of universities integration into the innovation economy: state level, Russian business, regional business and world economy, and determines their negative and positive sides. It was ascertained that the state financing of scientific work became the main source for the growth of Tomsk universities financing in 2008–2010. The financing part of Tomsk enterprises decreased considerably. The comparison with the other Russian regions and the regions of Siberian Federal District showed that Tomsk universities have provided the high results in research activity development. However the ratio of financing amount of research activity at Tomsk universities to regional industrial output is still low. Tomsk economy may obtain the main effect only solving the problem of effective coordination between the universities and regional industrial enterprises.

UDC 336.71:316.628

**Mikhailchenko E.V., Shevelev G.E.**  
**IMPROVEMENT OF CORPORATE CULTURE IN COMMERCIAL**  
**BANK BY MEANS OF STAFF MOTIVATION**

The authors analyzed the necessity of developing corporate culture in the commercial bank, proposed the methods for increasing basic staff motivation, developed the mechanisms for individual assessment of the basic staff and criteria for staff estimation based on the corporate culture components.

UDC 330.832

**Matsievsky N.S.**  
**THE INFLUENCE OF LOMBARD INDUSTRY ON CONSUMER**  
**CREDITING MARKET UNDER FINANCIAL CRISIS**

The author has studied in details the state of lombard industry in Russia. The article introduces the comparative characteristic of the pawn and bank consumer credit under financial crisis and determines the advantages and disadvantages of the pawn crediting. It is shown that lombards influence considerably on consumer crediting market and compete significantly with the commercial banks. The increased role of lombards as social stabilizers is substantiated.

UDC 332.72:338.242.4

**Pluchevskaya E.V., Kondratyeva A.A.**  
**SWOT-ANALYSIS APPLICATION FOR CONTROL SYSTEM**  
**OPTIMIZATION AT ENTERPRISES BY THE EXAMPLE**  
**OF REAL ESTATE MARKET**

It is supposed that it is more efficient to develop the structure of enterprise management in the branch if the aggregate diagnostics of the sectoral market itself has been carried out. The proofs of this supposition are approved by the example of the real estate market using SWOT-analysis. The authors have made the prediction of enterprise development in this branch and introduction of optimal efficient management system at these enterprises determining strengths and weaknesses of the real estate market and possibilities and threats for further development of the market itself.

UDC 338.001.36

**Fedin D.V., Barkhatov A.F., Vazim A.A.**  
**COMPARATIVE ANALYSIS OF ECONOMIC EFFICIENCY**  
**OF THE TECHNIQUES FOR INCREASING**  
**FIELD PIPELINE SERVICE RELIABILITY**

The authors have carried out the comparative analysis of the efficiency of the techniques for increasing service reliability of the existing field pipelines and the ones putting into operation. The most efficient methods at various life cycles of pipelines are singled out. The article introduces the economic assessment of applying the improved technique of in-line treatment and inhibition by the example of field pipelines of OJSC «Tomskneft».

UDC 331

**Shabolotov T.T.**  
**LABOR INVOLVEMENT INTO THE SYSTEM**  
**OF INTERNATIONAL EMPLOYMENT RELATIONSHIP**

The article considers the issue of Kyrgyzstan involvement into the system of international economic relations based on the study of migratory movements of Kyrgyzstan population, negative and positive influence on the country development.

UDC 338.3:316.722

**Dulzon A.A., Ushakov V.Ya., Chubik P.S.**  
**RESOURCE EFFICIENCY IS THE BASE**  
**OF CIVILIZATION SUSTAINABLE DEVELOPMENT**

The authors consider the role of resource efficiency in solving the global problem, supporting the conditions for civilization sustainable development. The issue is considered within the context of harmonization of man moral and spiritual perfection increasing his technical and technological capabilities, environment and energy safety. The article introduces the extensive definitions and characteristics to the notions «resources» and «resource efficiency». The authors pay much attention to effectiveness and safety of using resources, possibilities and methods for its increasing, international efforts to decrease negative man-caused environmental impact.

UDC 378.662.016(571.16):378.5

**Dulzon A.A., Petrovskaya T.S., Ushakov V.Ya.**  
**«THE BASES OF RESOURCE EFFICIENCY»**  
**IS THE NEW DISCIPLINE IN CURRICULUMS OF TPU**

The article introduces the module «Resource efficiency» for curriculums of engineering, humanitarian and economic specialties. The discipline and manual «The bases of resource efficiency» for all specialties and branches of Bachelor's programme are introduced in more detail. The authors substantiate the importance of teaching in engineering universities the disciplines considering the resource efficiency in a global aspect such as the support of civilization sustainable development and in the aspect of increasing efficiency of using resources in different industrial sectors and everyday life. The structure and main content of the units in the program of the course and the manual are given.

UDC 165.7

**Chernikova D.V., Chernikova I.V.**  
**COGNITIVE ANALYSIS OF SCIENCE FUNDAMENTAL BASES**

The authors analyzed the researches of science fundamental bases made in various directions of positivism. The restriction of science standard concept developed in positivism and modern tendencies of solving the problem of substantiation are characterized. The authors pay attention to the ideas developed in non-fundamentalist comprehension of knowledge substantiation, in particular in the context of epistemology convergence with cognitive sciences.

UDC 165.3

**Ardashkin I.B.**  
**THE ONTOLOGIC BASES OF PROBLEM-ORIENTED**  
**RESEARCHES**

The ontologic bases of problem-oriented researches are considered. It is ascertained that the problem-oriented process of scientific knowledge is accompanied by two interdependent processes: «object subjectification» and «subject objectification». These processes are virtual. The sphere of virtuality acts the basic ontologic background of problem-oriented researches. It allows considering science as a system of objective knowledge. At the same time the society keeps essential levers of influence on science development.

UDC 316.422.44+316.7:001.89

**Moiseeva A.P.**  
**GENESIS OF SOCIAL ENGINEERING**  
**IN THE CONTEXT OF INTERDISCIPLINARITY**

Transformation of scientific knowledge in the context of interdisciplinarity, change of engineering thinking paradigm state the problem of social engineering in a new light. To solve the problem it is necessary to address to the sources of social engineering. The author analyzes the genesis and development of social engineering. The relation of science with the discipline is determined. The article demonstrates the role of social engineering in the system of interdisciplinarity.

UDC 316.61

**Moiseeva A.P.**  
**SOCIAL ENGINEERING**  
**AS DISCIPLINARY-ORGANIZED KNOWLEDGE**

The author substantiates the sense of social engineering as the disciplinary-organized knowledge. It is shown that paradigmatic transplantations promote the optimization of interdisciplinary interaction and occurrence of new knowledge. The article reveals the relation of the applied knowledge and techniques within social engineering. The author analyzes such techniques as designing, constructing, interdisciplinary research programs.

UDC 165.42

**Chmykhalo A.Yu.**  
**ON THE ISSUE OF TRUTH UNDERSTANDING**  
**IN MODERN EPISTEMOLOGY**

The issue of truth in scientific knowledge is considered. The authors ascertain the presence of crisis phenomena both in modern world development caused by the mankind extensive growth and in science. The necessity of corrective amendments for mankind development strategy causes the formation of a new scientific knowledge paradigm, the change of target reference points of science development, i.e. transformation of truth understanding. The modern understanding of truth assumes the removal of rigid division between the truth as the objective knowledge and the subject of knowledge, attention to phenomena in which the valuable reference points of scientific community representatives are expressed. The article analyses the approaches to consideration of gnoseological substance and social-cultural context of discovery repetition phenomenon. The conclusion is made that its results allow revealing the ways of value occurrence in substance and structure of scientific knowledge, in scientific truth filling with value substance.

UDC 17

**Moskovchenko A.D.**  
**AUTOTROPHIC MANKIND IS A GLOBAL**  
**PHENOMENON IN MODERN CULTURE**

As a result of methodological enlarging of meaning of the concepts autotrophy-heterotrophy there is an opportunity to consider the picture of the mankind from the cosmological point of view.

UDC 316.772.2:141.155/.141.2

**Velganyuk V.V.**  
**M. McLuhan AND J. BAUDRILLARD: COMPARISON**  
**OF VIEWS OF HUMAN EVOLUTION STAGES AND COPIES**

The article introduces the comparison of historical views of two thinkers for determining possible regularities in developing communicative practices. The author considers the views of M. McLuhan and J. Baudrillard on comprehension of processes of reproduction, copying and replication of information from ancient time and until now.

UDC 130.2

**Sycheva S.G.**  
**PLOTINUS AND VYACHESLAV IVANOV: IDEA OF UNITY**

The article demonstrates the coordination of ideas through the millennia: Greek philosopher Plotinus was close to Christian world outlook in some views, Russian poet-symbolist V.I. Ivanov was close to state of mind of ancient Hellenes.

UDC 165.19

**Tychkin P.B.**  
**COGNITIVE POTENTIAL OF MYTH IN THE CONTEXT**  
**OF MODERN SCIENTIFIC WORLD VIEW (ON THE CRITICISM**  
**OF MYTH STRUCTURALISTIC CONCEPT OF R. BARTH)**

The author analyses myth criteria within R. Barth concept in the context of the problem of mythological and scientific tradition relation. Anthropological and ontological bases for integrating myth logic into the model of non-classical scientific rationality are revealed.

UDC 130.2

**Sheludchenko D.A.  
MYTH CREATION OF V.S. SOLOVYEV WITHIN THE BOUNDARIES OF RELIGIOUS-ANTHROPOLOGIC PROBLEMS**

The authors determine mythopoetic dominant of the age in the works of V.S. Solov'yev. The article shows his view of historical process and human role in it.

UDC 001.18

**Reznik Yu.M.  
IN SEARCH OF NEW CIVIL PUBLIC SPHERE**

Relying on the analysis of the existing approaches the author proposes his own comprehension of public spirit based on transpersonal states principles. Therefore the author introduces and discloses such notions as post-civil public sphere, transpersonal states, discursiveness, trans-existence and some others to characterize the subject matter. The main idea of the author consists in considering civil society not as the expanded public sphere grown from the life world depth but as the symbolic reality formed by means of public discourse based on person transpersonal activity which is characterized in terms of «inter-existence», «co-occurrence», «co-involvement».

UDC 174.4

**Stepanova S.N.  
EDUCATION IN THE CONTEXT OF THE PHILOSOPHY OF SUCCESS**

The article introduces for discussion the issue of interpreting the notion «success» as well as the positions for philosophic analysis of person success problem. The author brings into focus the occurrence of person inner potential, human resource capabilities, his abilities to self-realization and adaptation to social and professional environment.

UDC 159.922.27

**Zhukova V.F.  
PSYCHOLOGY AND PEDAGOGICAL ANALYSIS OF THE NOTION «PSYCHOLOGICAL READINESS»**

The article brings into focus the issue of forming the notion «psychological readiness» and introduces the detailed analytical review of the notion interpretation by different scientists. The works in which the authors determine the levels of person psychic readiness for action formed by multiple psychological training are of considerable interest for scientific discussion. In the course of scientific analysis the author proposes her own version of the notion «psychological readiness».

UDC 7.011.4

**Duminskaya M.V.  
CONCEPTUALIZING THE AESTHETIC ISSUES IN CLASSICAL AND POST-CLASSICAL CULTURAL SITUATION**

The author has studied the main principles in conceptualizing the aesthetic issues in classical and post-classical philosopho-aesthetic tradition. The article demonstrates the efficiency and openness of the analysis of art aesthetic phenomena in post-classical ontological aesthetics. The latter predetermines deeper understanding of aesthetic experience specific character and reproduction of its phenomenological definite description.

UDC 101.9

**Rodermel T.A.  
THE RATIO OF NOTIONS «PROFESSIONALISM» AND «COMPETENCE» IN MODERN CULTURAL CONTEXT**

The comparative analysis of the notions «professionalism» and «competence» has been carried out. The author determines the boundaries in applicability of notions «professionalism» and «competence» in a general context of competence-oriented education

emphasizing the degree of person availability for the activity in constantly changing conditions of postnonclassical uncertainty. Competence is interpreted as integrating potential linking resource, effective and innovative components and as a human capability to extend proper opportunities and changes corresponding to cultural media transformation.

UDC 004.45

**Manzhueva O.M.  
FORMING THE INFORMATION CULTURE IN THE SOCIETY AS THE FACTOR OF ELIMINATION OF INFORMATIZATION NEGATIVE EFFECTS**

The article considers the problems of forming planetary information space. The author brings up an issue of informatization influence on culture, traditions and spiritual values of the society. Therefore the necessity of controlling this process is emphasized. The author determines the role of forming the information culture in the society as the main factor of preventing negative effects when using information technologies.

UDC 81

**Maksimov V.V., Nayden E.V., Serebrennikova A.N.  
THE DISCURSIVE FEATURE OF MODERN UNIVERSITY NEWSLETTER**

The university newsletter is studied within the discourse-analysis. The main features of corporate newsletter as the discourse unity are singled out. The corporate mass-media are compared with the other kinds of printed issues. The conclusion is made that university newsletter uses three main communicative strategies: the direct reader informing, agonal impact on recipient consciousness and narrative factors transformation into events.

UDC 008.009:39;81'373.231

**Maksimov V.V.  
CULTUROGENIC FUNCTIONS OF A PERSONAL NAME IN UNIVERSITY NEWSLETTER DISCOURSE (BASED ON THE MATERIAL OF TPU NEWSLETTER «ZA KADRY»)**

The author determines the features of a personal name important for the context of the current mass-media. The article considers the dependence of the nominative strategies on genre conventions in media-text and typological varieties of modern universities. The analysis is carried out based on the issue extraction material at National Research Tomsk Polytechnic University «Za kadry» over the period of 2005–2012.

UDC 303

**Shapkina Yu.V.  
ANALYTICS USE AT CREATION OF THE TERRITORY BRAND**

The article considers the components of branding and territory brand and reveals the possibilities of using analytics at its creation and advancement. The analytics is understood as extensive use of data, statistical and quantitative analysis, descriptive and look-ahead models for decision-making and actions, on the basis of the real facts. The author makes a conclusion that the analytics is the most effective mechanism at creation and advancement of the territory brand.

UDC 130.2:391(470.345)

**Shigurova T.A.  
ON THE INTERPRETATION OF SIGN NATURE IN MORDVINIAN SUIT**

The article explains the need for a holistic, integrated approach to Mordvinian national dress as a system of signs that are closely related to each other. The author proves that the adequate interpretation of the sign system in clothes is the essential condition of recognition, convergence and mutual respect for different ethnic groups.

UDC 930.22

**Stefanovskaya N.A., Krivoschapova E.V.**  
**STAGES OF DOCUMENTING IN LEGISLATIVE ACTIVITY**

Legislative activity as the form documenting is presented. The authors single out the documenting stages in the process of preparation and acceptance of acts in the Russian Federation. The article introduces the documentation complex applied at legislative activity at each stage.

UDC 008:002

**Astakhova T.S., Chadaeva E.P.**  
**THE ELECTRONIC DIGITAL SIGNATURE AS THE FACTOR OF PRESERVING THE DOCUMENT INTEGRITY AND AUTHENTICITY**

In article studies the possibility of using the electronic digital signature for assigning the integrity and authenticity to the document. The results of introduction of EDS and electronic document circulation in the activity of regional and municipal management bodies in the Far East federal district are shown.

UDC 930.25

**Medvedeva O.V., Senina E.S.**  
**THE DEVELOPMENT OF ARCHIVAL BUSINESS IN RUSSIAN PROVINCE TILL THE XX<sup>th</sup> CENTURY**

The basic stages of formation and development of archival business in Russian province till 1917 are considered. The article describes

the process of first archives occurrence and characterizes the basic standard-legal base of their activity. The authors trace the process of forming the archives of different types and describe the condition of provincial archives.

UDC 94 (47+57)

**Bulyulina E.V., Tokareva L.S.**  
**DOCUMENTS OF LOCAL POLITICAL CENSORSHIP BODIES IN THE USSR IN 1922–1991**

The article is devoted to the issues of forming the local political censorship bodies in the USSR. The authors consider the structure, directions and methods of activity of acceptable bodies for political control over the literature, art, press and mass media in 1922–1980. The analysis of documents structure and content of local censorship bodies is based on archival materials of the State archive in Volgograd region introduced for the first time into scientific use.

UDC 9.929

**Shabanova T.V.**  
**ARCHIMANDRITE TIKHON ACTIVITIES AS THE RECTOR OF THE CHELM THEOLOGICAL SEMINARY ON THE MATERIALS OF KHOLMSK-WARSZAW DIOCESAN GAZETTE (1892–1897)**

The article covers the period from 1892 to 1897 when Archimandrite Tikhon (Bellavin) being the rector of the Chelm Theological Seminary gained the most important experience of the spiritual and administrative service and began to form as the future Patriarch of Moscow and all Russia.